

1999 Club Benson & Hedges
Market Group II

Dallas/Houston/Los Angeles
San Francisco Bay Area
6/17 - 7/10

2071504832

1999 CLUB BENSON & HEDGES MEDIA PLAN
MARKET: DALLAS 6/17-7/10
AFRICAN-AMERICAN MEDIA SCHEDULE

PUBLICATION	DATES	CIRC (m)	EDITION	UNIT	INCREMENTAL (\$)	CLOSING	COMMENTS
AFRICAN AMERICAN MAGAZINES							
JET	14-Jun	60.8	copysplit	P4CB	\$17,889	24-May	Magazine Circ. reflects State circulation
EBONY	June	120.9	copysplit	P4CB	\$25,005	23-Mar	Magazine Circ. reflects State circulation
ESSENCE	June	56.0	copysplit	P4CB	\$21,554	8-Apr	Magazine Circ. reflects City circulation
UPSCALE	June/July	12.4	copysplit	P4CB	\$4,111	12-Apr	Magazine Circ. reflects
VIBE	June/July	33.4	copysplit	P4CB	\$29,537	2-Apr	State circulation
TOTAL MAGAZINES:		283.5			\$98,096		
SUPPLEMENTS:							
BET WEEKEND	6-Jun	7.3	Regional	P2CB	\$4,313	20-Apr	
NEWSPAPERS:							
DALLAS WEEKLY	1-Jun	16.5	Dallas	1/2 P2C	\$11,593	28-May	Total of 4 insertions for each newspaper
	8-Jun			1/2 P2C		4-Jun	
	22-Jun			1/2 P2C		18-Jun	
	6-Jul			1/2 P2C		2-Jul	
DALLAS EXAMINER	3-Jun	20.0	Dallas	1/2 P2C	\$8,109	31-May	
LA VIDA NEWS	17-Jun	39.7	Ft. Worth	1/2 P2C	\$8,033	14-Jun	
	24-Jun			1/2 P2C		21-Jun	
	1-Jul			1/2 P2C		28-Jun	
TOTAL NEWSPAPERS		76.2			\$27,735		
GRAND TOTAL - DALLAS:		359.7			\$125,831		
AFRICAN-AMERICAN							

2071504833

1999 CLUB BENSON & HEDGES
AFRICAN-AMERICAN MEDIA RECOMMENDATION
DALLAS
JUNE 17 - JULY 10

On-Sale Dates

Publication

Ebony

Essence

Jet

Vibe

Upscale

Dallas Weekly

Dallas Examiner

La Vida News
(Ft. Worth)

BET Weekend

MAY					JUNE				JULY
3	10	17	24	31	7	14	21	28	5
		On Sale: May 17 FP 4C							
		On Sale: May 20 FP 4C							
					On Sale: 6/7				
On Sale: May 11 FP 4C (June/July Double Issue)									
		On Sale: May 26 FP 4C (June/July)							
			6/1	6/8			6/22		7/6
			6/3			6/17	6/24	7/1	
			6/3			6/17	6/24	7/1	
		On Sale: 6/6 FP 4C							

MEDIA	AD SIZE	AD DIMENSIONS [^]	ON-SALE DATES	MATERIAL CLOSING DATES
Magazine	Page	8 1/8" x 10 7/8"	17-May	23-Mar *
Magazine	Page	8 1/4" x 10 3/4"	20-May	8-Apr *
Magazine	Page	5 1/4" x 7 5/8"	7-Jun	24-May
Magazine	Page	10 1/8" x 12 1/4"	11-May	2-Apr *
Magazine	Page	8 3/4" x 11 1/8"	26-May	12-Apr *
ROP	42" (1/2 Pg)	8 5/8" x 10 1/2"	Tuesday	5/28, 6/4, 6/18, 7/2
ROP	56" (1/2 Pg)	8 5/8" x 14"	Thursday	5/31, 6/14, 6/21, 6/28
ROP	56" (1/2 Pg)	8 5/8" x 14"	Thursday	5/31, 6/14, 6/21, 6/28
Supplement	Page	10 1/8" x 13 1/4"	6-Jun	20-Apr

*Extension date

[^]Dimensions listed for magazines are bleed sizes

E. Morris Communications, Inc.

Revised 4/16/99

2071504834

1999 CLUB BENSON & HEDGES MEDIA PLAN
MARKET: HOUSTON 6/17-7/10
AFRICAN-AMERICAN MEDIA SCHEDULE

PUBLICATION	DATES	CIRC (m)	EDITION	UNIT	INCREMENTAL (\$)	Material CLOSING	COMMENTS
AFRICAN AMERICAN MAGAZINES							
JET	14-Jun	60.8	copysplit	P4CB	\$0	24-May	Cost reflected in Dallas
EBONY	June	120.9	copysplit	P4CB	-	23-Mar	Cost reflected in Dallas
ESSENCE	June	56.0	copysplit	P4CB	-	8-Apr	Cost reflected in Dallas
UPSCALE	June/July	12.4	copysplit	P4CB	-	12-Apr	Cost reflected in Dallas
VIBE	June/July	33.4	copysplit	P4CB	-	2-Apr	Cost reflected in Dallas
TOTAL MAGAZINES:		283.5			\$0		
MAGAPAPERS							
HOUSTON STYLE	19-May 9-Jun 23-Jun 7-Jul	45.0	Houston	P2CB	\$11,462	14-May 4-Jun 18-Jun 2-Jul	
TOTAL MAGAPAPERS		45.0			\$11,462		
SUPPLEMENTS							
BET WEEKEND	6-Jun	83.0	Houston	P2CB	\$585	20-Apr	
TOTAL SUPPLEMENTS		83.0			\$585		
NEWSPAPERS							
HOUSTON FORWARD TIMES	4-Jun 18-Jun 25-Jun 2-Jul	138.6	Houston	1/2 P 2C 1/2 P 2C 1/2 P 2C 1/2 P 2C	\$6,000	31-May 14-Jun 21-Jun 28-Jun	Total of 4 insertions for each newspaper
HOUSTON NEWSPAGES	9-Jun 23-Jun 30-Jun 7-Jul	59.6	Houston	1/2 P 2C 1/2 P 2C 1/2 P 2C 1/2 P 2C	\$9,594	4-Jun 18-Jun 25-Jun 2-Jul	
TOTAL NEWSPAPERS		138.6			\$15,594		
GRAND TOTAL - HOUSTON AFRICAN-AMERICAN		550.1			\$27,641		

2071504835

1999 CLUB BENSON & HEDGES
AFRICAN-AMERICAN MEDIA RECOMMENDATION
HOUSTON
JUNE 17 - JULY 10

On-Sale Dates

Publication

Ebony

Essence

Jet

Vibe

Upscale

Houston Newspages

Houston Forward Times
(Metro Weekender)

BET Weekend

Houston Style

MAY				JUNE				JULY	
10	17	24	31	7	14	21	28	5	12
	On Sale: May 17 FP 4C								
	On Sale: May 20 FP 4C								
				On Sale: 6/7					
On Sale: May 11 FP 4C (June/July Double Issue)									
	On Sale: May 26 FP 4C (June/July)								
			6/10			6/24	7/1	7/8	
		6/4		6/18	6/25	7/2			
		On Sale: 6/6 FP 4C							
	On-Sale: 5/20		On-Sale: 6/10		On-Sale: 6/24		On-Sale: 7/8		

*Extension date

^Dimensions listed for magazines are bleed sizes

MEDIA	AD SIZE	AD DIMENSIONS^	ON-SALE DATES	MATERIAL CLOSING DATES
Magazine	Page	8 1/8" x 10 7/8"	17-May	23-Mar *
Magazine	Page	8 1/4" x 10 3/4"	20-May	8-Apr *
Magazine	Page	5 1/4" x 7 5/8"	7-Jun	24-May
Magazine	Page	10 1/8 x 12 1/4"	11-May	2-Apr *
Magazine	Page	8 3/4" x 11 1/8"	26-May	12-Apr *
ROP	42" (1/2 Pg)	8 5/8" x 10 1/2"	Thursday	6/4, 6/18, 6/25, 7/2
ROP	56" (1/2 Pg)	8 5/8" x 14"	Friday	5/31, 6/14, 6/21, 6/28
Supplement	Page	10 1/8" x 13 1/4"	6-Jun	20-Apr
Magapaper	Page	11 3/8" x 13 1/2"	5/6, 5/20, 6/10, 6/24	5/14, 6/4, 6/18, 7/2

E. Morris Communications, Inc.

Revised 4/16/99

2071504836

1999 CLUB BENSON & HEDGES MEDIA PLAN RECOMMENDATION
MARKET: LOS ANGELES 6/17-7/10
AFRICAN-AMERICAN MEDIA SCHEDULE

PUBLICATION	DATES	CRC (m)	EDITION	UNIT	INCREMENTAL (\$)	Material CLOSING	COMMENTS
AFRICAN AMERICAN MAGAZINES							
JET	14-Jun	75.1	copysplit	P4CB	\$0	24-May	Cost reflected in Dallas
EBONY	June	151.9	copysplit	P4CB	\$0	23-Mar	Cost reflected in Dallas
ESSENCE	June	87.7	copysplit	P4CB	\$0	8-Apr	Cost reflected in Dallas
UPSCALE	June	18.9	copysplit	P4CB	\$0	12-Apr	Cost reflected in Dallas
VIBE	June/July	65.2	copysplit	P4CB	\$0	2-Apr	Cost reflected in Dallas
TOTAL MAGAZINES:		398.8			\$0		
SUPPLEMENTS							
BET WEEKEND	6-Jun	67.0	L.A.	P2CB	\$1,950	20-Apr	
TOTAL SUPPLEMENTS		67.0			\$1,950		
NEWSPAPERS							
HERALD DISPATCH	3-Jun	89.0	L.A.	1/2 P 2C	\$12,727	1-Jun	See back up for details
	17-Jun			1/2 P 2C		15-Jun	
	1-Jul			1/2 P 2C		29-Jun	
LA WATTS TIMES	3-Jun	25.0	L.A.	1/2 P 2C	\$11,140	28-May	
	10-Jun			1/2 P 2C		4-Jun	
	17-Jun			1/2 P 2C		11-Jun	
	1-Jul			1/2 P 2C		25-Jun	
LA OBSERVER	3-Jun	27.9	L.A.	1/2 P 2C	\$5,920	28-May	
	17-Jun			1/2 P 2C		11-Jun	
	24-Jun			1/2 P 2C		18-Jun	
	1-Jul			1/2 P 2C		25-Jun	
COMPTON BULLETIN	9-Jun	103.0	L.A.	1/2 P 2C	\$6,936	4-Jun	Three insertions for each newspaper
SAN BERNADINO PRECINCT	23-Jun	32.0	L.A.	1/2 P 2C	\$8,412	18-Jun	
	7-Jul			1/2 P 2C		2-Jul	
LA WAVE	12-Jun	291.5	L.A.	1/2 P 2C	\$34,336	9-Jun	
	26-Jun			1/2 P 2C		23-Jun	
	3-Jul			1/2 P 2C		30-Jun	
	10-Jul			1/2 P 2C		7-Jul	
				1/2 P 2C			
TOTAL NEWSPAPERS		568.4			\$79,471		
GRAND TOTAL - LOS ANGELES AFRICAN-AMERICAN		1034.2			\$81,421		

2071504837

**1999 CLUB BENSON & HEDGES
AFRICAN-AMERICAN MEDIA RECOMMENDATION
LOS ANGELES
JUNE 17 - JULY 10**

On-Sale Dates

Publication

Ebony
Essence
Jet
Vibe
Upscale
LA Wave
(Entertainment Edition)
Herald Dispatch
Compton Bulletin
Los Angeles Observer
LA Watts Times
San Bernadino Precinct
BET Weekend

MAY				JUNE				JULY	
3	10	17	24	31	7	14	21	28	5
		On Sale: May 17 FP 4C							
		On Sale: May 20 FP 4C							
					On Sale: 6/7				
On Sale: May 11 FP 4C (June/July Double Issue)									
		On Sale: May 26 FP 4C (June/July)							
					6/12		6/26	7/3	7/10
				6/3		6/17		7/1	
					6/9		6/23		7/7
				6/3		6/17	6/24	7/1	
				6/4	6/11	6/18		7/2	
					6/9		6/23		7/7
On Sale: 6/6 FP 4C									

MEDIA	AD SIZE	AD DIMENSIONS^	ON-SALE DATES	MATERIAL CLOSING DATES
Magazine	Page	8 1/8" x 10 7/8"	17-May	23-Mar *
Magazine	Page	8 1/4" x 10 3/4"	20-May	8-Apr *
Magazine	Page	5 1/4" x 7 5/8"	7-Jun	24-May
Magazine	Page	10 1/8 x 12 1/4"	11-May	2-Apr *
Magazine	Page	8 3/4" x 11 1/8"	26-May	12-Apr *
ROP	56" (1/2 Pg)	8 5/8" x 14"	Saturday	6/9, 6/23, 6/30, 7/7
ROP	56" (1/2 Pg)	8 5/8" x 14"	Thursday	6/1, 6/15, 6/29
ROP	56" (1/2 Pg)	8 5/8" x 14"	Wednesday	6/4, 6/18, 7/2
ROP	56" (1/2 Pg)	8 5/8" x 14"	Thursday	5/28, 6/11, 6/18, 6/25
ROP	42" (1/2 Pg)	8 5/8" x 10 1/2"	Friday	5/28, 6/4, 6/11, 6/25
ROP	56" (1/2 Pg)	8 5/8" x 14"	Wednesday	6/7, 6/21, 7/5
Supplement	Page	10 1/8" x 13 1/4"	6-Jun	20-Apr

*Extension date

^Dimensions listed for magazines are bleed sizes

E. Morris Communications, Inc.

Revised 4/16/99

2071504838

1999 CLUB BENSON & HEDGES MEDIA PLAN RECOMMENDATION
MARKET: SAN FRANCISCO BAY AREA 6/17-7/10
AFRICAN-AMERICAN MEDIA SCHEDULE

PUBLICATION	DATES	CRC (m)	EDITION	UNIT	INCREMENTAL (\$)	Material CLOSING	COMMENTS
AFRICAN AMERICAN MAGAZINES							
JET	14-Jun	75.1	copysplit	P4CB	\$0	24-May	Cost reflected in Dallas State circulation reflected
EBONY	June	151.9	copysplit	P4CB	\$0	23-Mar	Cost reflected in Dallas State circulation reflected
ESSENCE	June	87.7	copysplit	P4CB	\$0	8-Apr	Cost reflected in Dallas City circulation
UPSCALE	June/July	18.9	copysplit	P4CB	\$0	12-Apr	Cost reflected in Dallas State circulation reflected
VIBE	June/July	65.2	copysplit	P4CB	\$0	2-Apr	Cost reflected in Dallas State circulation reflected
TOTAL MAGAZINES:		398.8			\$0		
SUPPLEMENTS							
NET WEEKEND	6-Jun	30.0	Oakland	P2CB	\$780	20-Apr	
TOTAL SUPPLEMENTS		30.0			\$780		
NEWSPAPERS							
POST NEWSPAPER GROUP	2-Jun	114.5	Oakland	1/2 P 2C	\$13,197	31-May	
	16-Jun			1/2 P 2C		14-Jun	
	23-Jun			1/2 P 2C		21-Jun	
	30-Jun			1/2 P 2C		28-Jun	
SUN-REPORTER GROUP	8-Jun	168.5	SF	1/2 P 2C	\$16,913	4-Jun	
	15-Jun			1/2 P 2C		11-Jun	
	22-Jun			1/2 P 2C		18-Jun	
	6-Jul			1/2 P 2C		2-Jul	
TOTAL NEWSPAPERS		283.0			\$30,110		
GRAND TOTAL -OAKLAND/SF AFRICAN-AMERICAN		711.8			\$30,890		

2071504839

1999 CLUB BENSON & HEDGES
AFRICAN-AMERICAN MEDIA RECOMMENDATION
SAN FRANCISCO/OAKLAND
JUNE 17 - JULY 10

On-Sale Dates

Publication

Ebony

Essence

Jet

Vibe

Upscale

Post Newspaper Group

Reporter Group

BET Weekend

MAY				JUNE				JULY
3	10	17	24	31	7	14	21	28
		On Sale: May 17 FP 4C						
		On Sale: May 20 FP 4C						
					On Sale: 6/7			
On Sale: May 11 FP 4C (June/July Double Iss)								
		On Sale: May 26 FP 4C (June/Jul						
			6/2		6/16	6/23	6/30	
				6/8	6/15	6/22		7/6
		On Sale: 6/6 FP 4C						

MEDIA	AD SIZE	AD DIMENSIONS^	ON-SALE DATES	MATERIAL CLOSING DATES
Magazine	Page	8 1/8" x 10 7/8"	17-May	23-Mar *
Magazine	Page	8 1/4" x 10 3/4"	20-May	8-Apr *
Magazine	Page	5 1/4" x 7 5/8"	7-Jun	24-May
Magazine	Page	10 1/8 x 12 1/4"	11-May	2-Apr *
Magazine	Page	8 3/4" x 11 1/8"	26-May	12-Apr *
ROP	56" (1/2 Pg)	8 5/8" x 14"	Wednesday	5/31, 6/14, 6/21, 6/28
ROP	56" (1/2 Pg)	8 5/8" x 14"	Tuesday	6/4, 6/11, 6/18, 7/2
Supplement	Page	10 1/8" x 13 1/4"	6-Jun	20-Apr

*Extension date

^Dimensions listed for magazines are bleed sizes

E. Morris Communications, Inc.

Revised 4/16/99

2071504840

1999 CLUB BENSON & HEDGES MEDIA PLAN
MARKET: ATLANTA 9/9-10/2
AFRICAN-AMERICAN MEDIA SCHEDULE

PUBLICATION	DATES	CIRC (m)	EDITION	UNIT	INCREMENTAL (\$)	Material CLOSING	COMMENTS
AFRICAN AMERICAN MAGAZINES							
JET	6-Sep	58.3	copysplit	P4CB	\$1,666	16-Aug	Magazine Circ. reflects State circulation
EBONY	Sept.	109.0	copysplit	P4CB	\$5,819	14-Jun	Magazine Circ. reflects State circulation
ESSENCE	Sept.	62.7	copysplit	P4CB	\$5,300	25-Jun	Magazine Circ. reflects City circulation reflected
UPSCALE	Sept.	22.5	copysplit	P4CB	\$2,353	1-Jul	Magazine Circ. reflects State circulation
VIBE	Sept.	26.7	copysplit	P4CB	\$2,941	18-Jun	
TOTAL MAGAZINES		279.2			\$18,079		
MAGAPAPERS							
ATLANTA TRIBUNE	15-Aug 15-Sep	30.0	Atlanta	P2CB	\$7,327	23-Jul 25-Aug	
ATLANTA METRO	1-Sep	29.0	Atlanta	P2CB	\$2,703	7-Aug	
TOTAL MAGAPAPERS		59.0			\$10,030		
SUPPLEMENTS							
BET WEEKEND	5-Sep	93.0	Atlanta	P2CB	\$6,848	20-Jul	
TOTAL SUPPLEMENTS		93.0			\$6,848		
NEWSPAPERS							
ATLANTA DAILY WORD	26-Aug 9-Sep 16-Sep 23-Sep	89.5	Atlanta	1/2 P2C 1/2 P2C 1/2 P2C 1/2 P2C	\$6,754	24-Aug 7-Sep 14-Sep 21-Sep	Total of 4 insertions for each newspaper
ATLANTA NEWS LEADER	26-Aug 9-Sep 23-Sep 30-Sep	11.9	Atlanta	1/2 P2C 1/2 P2C 1/2 P2C 1/2 P2C	\$3,775	18-Aug 1-Sep 15-Sep 22-Sep	Total of 4 insertions for each newspaper
ATLANTA VOICE	4-Sep 11-Sep 18-Sep 2-Oct	133.0	Atlanta	1/2 P2C 1/2 P2C 1/2 P2C 1/2 P2C	\$10,047	31-Aug 7-Sep 14-Sep 30-Sep	Total of 4 insertions for each newspaper
TOTAL NEWSPAPERS		234.4			\$20,576		
GRAND TOTAL-ATLANTA: AFRICAN-AMERICAN		665.6			\$55,533		

2071504841

**1999 CLUB BENSON & HEDGES
AFRICAN-AMERICAN MEDIA RECOMMENDATION
ATLANTA
SEPTEMBER 9 - OCTOBER 2**

On-Sale Dates

Publication

Ebony

Essence

Jet

Vibe

Upscale

Atlanta Daily World

Atlanta Voice

Atlanta News Leader

BET Weekend

Atlanta Tribune

Atlanta Metro

AUGUST					SEPTEMBER				
2	9	16	23	30	6	13	20	27	
		On Sale: August 16 FP 4C							
		On Sale: August 19 FP 4C							
				On Sale: 8/30					
On Sale: August 3 FP 4C									
		On Sale: August 25 FP 4C							
		8/26		9/9	9/16	9/23			
			9/2	9/9	9/16			9/30	
		8/26		9/9		9/23	9/30		
		On Sale: 9/5 FP 4C							
	On-Sale: 8/8				On-Sale: 9/8				
	On-Sale: 8/21 FP 4C								

<u>MEDIA</u>	<u>AD SIZE</u>	<u>AD DIMENSIONS^</u>	<u>ON-SALE DATES</u>	<u>MATERIAL CLOSING DATES</u>
Magazine	Page	8 1/8" x 10 7/8"	16-Aug	14-Jun
Magazine	Page	8 1/4" x 10 3/4"	19-Aug	25-Jun
Magazine	Page	5 1/4" x 7 5/8"	30-Aug	16-Aug
Magazine	Page	10 1/8 x 12 1/4"	3-Aug	18-Jun
Magazine	Page	8 3/4" x 11 1/8"	25-Aug	1-Jul
ROP	56" (1/2 Pg)	8 5/8" x 14"	Thursday	8/24, 9/7, 9/14, 9/21
ROP	42" (1/2 Pg)	8 5/8" x 10 1/2"	Thursday	8/31, 9/7, 9/14, 9/30
ROP	56" (1/2 Pg)	8 5/8" x 14"	Thursday	8/18, 9/1, 9/15, 9/22
Supplement	Page	10 1/8" x 13 1/4"	5-Sep	20-Jul
Magapaper	Page	9" x 12"	8/8, 9/8	7/23, 8/25
Magapaper	Page	10 1/8" x 14 1/4"	21-Aug	7-Aug

^Dimensions listed for magazines are bleed sizes

E. Morris Communications, Inc.

Revised: 4/16/99

2071504842

1999 Club Benson & Hedges Costing
Chicago
Event Dates: 5/6 - 5/29

Publication	Region	Circ. (M)	Issue Dates	Unit	Cost	Space Closing	Material Closing
General Market Print							
Playboy	Chicago Metro	100.0	June	P4CB - Reg.	\$5,739	3/10	3/10
GQ	Illinois	31.5	May	P4CB - Reg. 2 sides	\$9,892	2/18	2/16
Esquire	Illinois	35.1	June	P4CB - Reg.	\$2,242	3/22	3/26
Total General Print					\$17,873		
General Market ROP							
Tribune Friday Section	Chicago	655.5	5/7	1/2 PG - 2C	\$17,330	5/4	5/4
Tribune Friday Section	Chicago	655.5	5/14	1/2 PG - 2C	\$17,330	5/11	5/11
Tribune Friday Section	Chicago	655.5	5/21	1/2 PG - 2C	\$17,330	5/18	5/18
Sun-Times Weekend Plus	Chicago	494.2	4/30	1/2 PG - B&W	\$9,197	4/27	4/27
Sun-Times Weekend Plus	Chicago	494.2	5/7	1/2 PG - B&W	\$9,197	5/4	5/4
Sun-Times Weekend Plus	Chicago	494.2	5/14	1/2 PG - B&W	\$9,197	5/11	5/11
Sun-Times Weekend Plus	Chicago	494.2	5/21	1/2 PG - B&W	\$9,197	5/18	5/18
Total General ROP					\$68,778		
Alternative ROP							
Reader	Chicago	162.0	5/7	PG - 2C	\$3,187	4/29	4/30
Reader	Chicago	162.0	5/14	PG - 2C	\$3,187	5/6	5/7
Reader	Chicago	162.0	5/21	PG - 2C	\$3,187	5/13	5/14
Reader	Chicago	162.0	5/28	PG - 2C	\$3,187	5/20	5/21
New City	Chicago	70.0	5/6	PG - 2C	\$1,265	4/30	5/3
New City	Chicago	70.0	5/13	PG - 2C	\$1,265	5/7	5/10
New City	Chicago	70.0	5/20	PG - 2C	\$1,265	5/14	5/17
New City	Chicago	70.0	5/27	PG - 2C	\$1,265	5/21	5/24
Total Alternative ROP					\$17,808		
Total Print					\$124,459		

Total Chicago

\$124,459

2071504843

1999 Club Benson & Hedges Costing

Detroit

Event Dates: 5/6 - 5/29

Publication	Region	Circ. (M)	Issue Dates	Unit	Cost	Space Closing	Material Closing
General Market Print							
Playboy	Michigan	114.6	June	P4CB - Reg.	\$5,739	3/10	3/10
GQ	Michigan	22.1	May	P4CB - Reg. 2 sides	\$8,185	2/16	2/16
Esquire	Michigan	22.9	June	P4CB - Reg.	\$2,242	3/22	3/26
Total General Print					\$16,166		
General Market ROP							
News and Free Press "Showtime"	Detroit	626.5	5/7	1/2 PG - 2C	\$31,056	5/4	5/4
News and Free Press "Showtime"	Detroit	626.5	5/14	1/2 PG - 2C	\$31,056	5/11	5/11
News and Free Press "Showtime"	Detroit	626.5	5/21	1/2 PG - 2C	\$31,056	5/18	5/18
News and Free Press "Showtime"	Detroit	626.5	5/28	1/2 PG - 2C	\$31,056	5/25	5/25
Total General ROP					\$124,224		
Alternative ROP							
Metro Times	Detroit	110.0	5/5	PG - 2C	\$2,562	4/28	4/30
Metro Times	Detroit	110.0	5/12	PG - 2C	\$2,562	5/5	5/7
Metro Times	Detroit	110.0	5/19	PG - 2C	\$2,562	5/12	5/14
Metro Times	Detroit	110.0	5/26	PG - 2C	\$2,562	5/19	5/21
Total Alternative ROP					\$10,248		
Total Print					\$150,638		

Total Detroit

\$150,638

2071504844

1999 Club Benson & Hedges Costing
St. Louis
Event Dates: 5/6 - 5/29

Publication	Region	Circ. (M)	Issue Dates	Unit	Cost	Space Closing	Material Closing
General Market Print							
Playboy	Missouri	69.2	June	P4CB - Reg.	\$5,739	3/10	3/10
GQ	Missouri	10.0	May	P4CB - Reg. 2 sides	\$6,959	2/16	2/16
Esquire	Missouri	12.5	June	P4CB - Reg.	\$2,242	3/22	3/26
Total General Print					\$14,940		
General Market ROP							
Dispatch "Get Out" Section	St. Louis	318.4	5/6	PG - 2C	\$12,081	4/30	5/4
Dispatch "Get Out" Section	St. Louis	318.4	5/13	PG - 2C	\$12,081	5/7	5/11
Dispatch "Get Out" Section	St. Louis	318.4	5/20	PG - 2C	\$12,081	5/14	5/18
Dispatch "Get Out" Section	St. Louis	318.4	5/27	PG - 2C	\$12,081	5/21	5/25
Total General ROP					\$48,324		
Alternative ROP							
Riverfront Times	St. Louis	100.0	5/5	PG - 2C	\$2,702	4/29	4/30
Riverfront Times	St. Louis	100.0	5/12	PG - 2C	\$2,702	5/6	5/7
Riverfront Times	St. Louis	100.0	5/19	PG - 2C	\$2,702	5/13	5/14
Riverfront Times	St. Louis	100.0	5/26	PG - 2C	\$2,702	5/20	5/21
Total Alternative ROP					\$10,808		
Total Print					\$74,072		

Total St. Louis

\$74,072

2071504845

1999 Club Benson & Hedges Costing
Dallas
Event Dates: 6/17 - 7/10

Publication	Region	Circ. (M)	Issue Dates	Unit	Cost	Space Closing	Material Closing
General Market Print							
Playboy	Texas	195.0	July	P4CB - C/S	\$4,490	4/9	4/9
Esquire	Texas	41.3	June	P4CB - Reg.	\$2,242	3/22	3/26
GQ	Texas	44.0	June	P4CB - Reg. 2 sides	\$11,171	3/17	3/17
Total General Print					\$17,903		
General Market ROP							
Morning News Friday Guide	Dallas	611.0	6/11	1/2 PG - 2C	\$15,756	6/8	6/8
Morning News Friday Guide	Dallas	611.0	6/18	1/2 PG - 2C	\$15,756	6/15	6/15
Morning News Friday Guide	Dallas	611.0	6/25	1/2 PG - 2C	\$15,756	6/22	6/22
Morning News Friday Guide	Dallas	611.0	7/2	1/2 PG - 2C	\$15,756	6/29	6/29
Ft. Worth/Star Telegram Friday "Star Times"	Dallas	276.0	6/11	1/2 PG - B&W	\$5,140	6/8	6/8
Ft. Worth/Star Telegram Friday "Star Times"	Dallas	276.0	6/18	1/2 PG - B&W	\$5,140	6/15	6/15
Ft. Worth/Star Telegram Friday "Star Times"	Dallas	276.0	6/25	1/2 PG - B&W	\$5,140	6/22	6/22
Ft. Worth/Star Telegram Friday "Star Times"	Dallas	276.0	7/2	1/2 PG - B&W	\$5,140	6/29	6/29
Total General ROP					\$83,584		
Alternative ROP							
Observer	Dallas	110.0	6/17	PG - 2C	\$2,363	6/10	6/11
Observer	Dallas	110.0	6/24	PG - 2C	\$2,363	6/17	6/18
Observer	Dallas	110.0	7/1	PG - 2C	\$2,363	6/24	6/25
Observer	Dallas	110.0	7/8	PG - 2C	\$2,363	7/1	7/2
Met	Dallas	70.0	6/16	PG - 2C	\$1,784	6/11	6/14
Met	Dallas	70.0	6/23	PG - 2C	\$1,784	6/18	6/21
Met	Dallas	70.0	6/30	PG - 2C	\$1,784	6/25	6/28
Met	Dallas	70.0	7/7	PG - 2C	\$1,784	7/2	7/5
Total Alternative ROP					\$16,588		
Total Print					\$118,075		

Total Dallas

\$118,075

2071504846


STARCOM MEDIA SERVICES
A DIVISION OF JACO BARON & COMPANY, INC.

**1999 Club Benson & Hedges Costing
Houston
Event Dates: 6/17 - 7/10**

Publication	Region	Circ. (M)	Issue Dates	Unit	Cost	Space Closing	Material Closing
General Market Print							
Playboy (Paid for in Dallas)	Texas	195.0	July	P4CB - C/S	-	4/9	4/9
Esquire (Paid for in Dallas)	Texas	41.3	June	P4CB - Reg.	-	3/22	3/26
GQ (Paid for in Dallas)	Texas	44.0	June	P4CB - Reg. 2sides	-	3/17	3/17
Total General Print					\$0		
General Market ROP							
Houston Chronicle Thursday Weekend Preview	Houston	853.0	6/10	PG - 2C	\$19,061	6/4	6/7
Houston Chronicle Weekend Preview	Houston	853.0	6/17	PG - 2C	\$19,061	6/11	6/14
Houston Chronicle Weekend Preview	Houston	853.0	6/24	PG - 2C	\$19,061	6/18	6/21
Houston Chronicle Weekend Preview	Houston	853.0	7/1	PG - 2C	\$19,061	6/25	6/28
Total General ROP					\$76,244		
Alternative ROP							
Press	Houston	110.0	6/17	PG - 2C	\$2,170	6/10	6/11
Press	Houston	110.0	6/24	PG - 2C	\$2,170	6/17	6/18
Press	Houston	110.0	7/1	PG - 2C	\$2,170	6/24	6/25
Press	Houston	110.0	7/8	PG - 2C	\$2,170	7/1	7/2
Total Alternative ROP					\$8,680		
Total Print					\$84,924		

Total Houston

\$84,924

2071504847

**1999 Club Benson & Hedges Coating
Los Angeles
Event Dates: 6/17 - 7/10**

Publication	Region	Circ. (M)	Issue Dates	Unit	Cost	Space Closing	Material Closing
General Market Print							
Playboy Jazz Festival Program	Los Angeles	36.0	June 12-13	P4CB	\$7,029	3/26	4/16
Playboy	California	380.0	July	P4CB - C/S	\$4,490	3/10	3/10
Esquire	California	92.1	June	P4CB - Reg.	\$2,242	3/22	3/26
GQ	S. California	59.3	June	P4CB - Reg. 2 sides	\$11,171	2/16	2/16
Total General Print					\$24,932		
General Market ROP							
LA Times Thursday Concert Calender	Los Angeles	1,095.0	6/17	1/2 PG - B&W	\$18,690	6/14	6/14
LA Times Thursday Concert Calender	Los Angeles	1,095.0	6/24	1/2 PG - B&W	\$18,690	6/21	6/21
LA Times Thursday Concert Calender	Los Angeles	1,095.0	7/1	1/2 PG - B&W	\$18,690	6/28	6/28
LA Times Thursday Concert Calender	Los Angeles	1,095.0	7/8	1/2 PG - B&W	\$18,690	7/5	7/5
LA Times Friday "Our Times"	Los Angeles	17.3	6/18	1/2 PG - B&W	\$1,299	6/15	6/15
LA Times Friday "Our Times"	Los Angeles	17.3	6/25	1/2 PG - B&W	\$1,299	6/22	6/22
LA Times Friday "Our Times"	Los Angeles	17.3	7/3	1/2 PG - B&W	\$1,299	6/29	6/29
LA Times Friday "Our Times"	Los Angeles	17.3	7/10	1/2 PG - B&W	\$1,299	7/6	7/6
Daily News Friday LA Weekend	Los Angeles	200.5	6/11	1/2 PG - B&W	\$3,731	6/8	6/8
Daily News Friday LA Weekend	Los Angeles	200.5	6/18	1/2 PG - B&W	\$3,731	6/15	6/15
Daily News Friday LA Weekend	Los Angeles	200.5	6/25	1/2 PG - B&W	\$3,731	6/22	6/22
Daily News Friday LA Weekend	Los Angeles	200.5	7/2	1/2 PG - B&W	\$3,731	6/29	6/29
Total General ROP					\$94,880		
Alternative ROP							
New Times	Los Angeles	110.0	6/11	PG - 2C	\$2,428	6/3	6/4
New Times	Los Angeles	110.0	6/18	PG - 2C	\$2,428	6/10	6/11
New Times	Los Angeles	110.0	6/25	PG - 2C	\$2,428	6/17	6/18
New Times	Los Angeles	110.0	7/2	PG - 2C	\$2,428	6/24	6/25
LA Weekly	Los Angeles	220.0	6/17	PG - 2C	\$6,191	6/11	6/14
LA Weekly	Los Angeles	220.0	6/24	PG - 2C	\$6,191	6/18	6/21
LA Weekly	Los Angeles	220.0	7/1	PG - 2C	\$6,191	6/25	6/28
LA Weekly	Los Angeles	220.0	7/8	PG - 2C	\$6,191	7/1	7/5
Total Alternative ROP					\$34,476		
Total Print					\$154,288		

Total Los Angeles

\$154,288

2071504848

**1999 Club Benson & Hedges Costing
San Francisco Bay Area
Event Dates: 6/17 - 7/10**

Publication	Region	Circ. (M)	Issue Dates	Unit	Cost	Space Closing	Material Closing
General Market Print							
Playboy (paid for in L.A.)	California	380.0	July	P4CB - C/S	-	4/9	4/9
Esquire (paid for in L.A.)	California	92.1	June	P4CB - Reg.	-	3/22	3/26
GQ	N. California	33.7	June	P4CB - Reg. 2 sides	\$9,892	3/17	3/17
Total General Print					\$9,892		
General Market ROP							
Chronicle & Examiner Sunday	San Francisco	607.0	6/13	1/2 PG - 2C	\$15,653	6/4	6/8
Chronicle & Examiner Sunday	San Francisco	607.0	6/20	1/2 PG - 2C	\$15,653	6/11	6/15
Chronicle & Examiner Sunday	San Francisco	607.0	6/27	1/2 PG - 2C	\$15,653	6/18	6/22
Chronicle & Examiner Sunday	San Francisco	607.0	7/4	1/2 PG - 2C	\$15,653	6/25	6/29
Oakland Tribune Friday Cue	Oakland	214.0	6/11	1/2 PG - B&W	\$3,975	6/7	6/7
Oakland Tribune Friday Cue	Oakland	214.0	6/18	1/2 PG - B&W	\$3,975	6/14	6/14
Oakland Tribune Friday Cue	Oakland	214.0	6/25	1/2 PG - B&W	\$3,975	6/21	6/21
Oakland Tribune Friday Cue	Oakland	214.0	7/2	1/2 PG - B&W	\$3,975	6/28	6/28
Total General ROP					\$78,512		
Alternative ROP							
Bay Guardian	San Francisco	153.0	6/16	PG - 2C	\$3,184	6/10	6/11
Bay Guardian	San Francisco	153.0	6/23	PG - 2C	\$3,184	6/17	6/18
Bay Guardian	San Francisco	153.0	6/30	PG - 2C	\$3,184	6/24	6/25
Bay Guardian	San Francisco	153.0	7/7	PG - 2C	\$3,184	7/1	7/2
Weekly	San Francisco	120.0	6/16	PG - 2C	\$2,352	6/10	6/11
SF Weekly	San Francisco	120.0	6/23	PG - 2C	\$2,352	6/17	6/18
SF Weekly	San Francisco	120.0	6/30	PG - 2C	\$2,352	6/24	6/25
SF Weekly	San Francisco	120.0	7/7	PG - 2C	\$2,352	7/1	7/2
Total Alternative ROP					\$22,144		
Total Print					\$110,548		

Total SF/Oakland

\$110,548

2071504849

1999 Club Benson & Hedges Costing

Atlanta

Event Dates: 9/9 - 10/2

Publication	Region	Circ. (M)	Issue Dates	Unit	Cost	Space Closing	Material Closing
General Market Print							
Playboy	Georgia	70.6	October	P4CB - C/S	\$2,666	7/9	7/9
Esquire	Georgia	17.9	September	P4CB - C/S	\$3,020	6/21	6/28
GQ	Georgia	19.7	September	P4CB - Reg. 2 sides	\$8,185	6/17	6/17
Total General Print					\$13,871		
General Market ROP							
Journal-Constitution Friday Preview	Atlanta	494.0	9/3	1/2 PG - 2C	\$22,746	8/31	8/31
Journal-Constitution Friday Preview	Atlanta	494.0	9/10	1/2 PG - 2C	\$22,746	9/7	9/7
Journal-Constitution Friday Preview	Atlanta	494.0	9/17	1/2 PG - 2C	\$22,746	9/14	9/14
Journal-Constitution Friday Preview	Atlanta	494.0	9/24	1/2 PG - 2C	\$22,746	9/21	9/21
Total General ROP					\$90,984		
Alternative ROP							
Creative Loafing	Atlanta	165.0	9/4	PG - 2C	\$4,591	8/26	8/27
Creative Loafing	Atlanta	165.0	9/11	PG - 2C	\$4,591	9/2	9/3
Creative Loafing	Atlanta	165.0	9/18	PG - 2C	\$4,591	9/9	9/10
Creative Loafing	Atlanta	165.0	9/25	PG - 2C	\$4,591	9/16	9/17
Total Alternative ROP					\$18,364		
Total Print					\$123,219		

Total Atlanta

\$123,219

2071504850